



The Significance of Airports for Sports Management and Commercialization

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ABSTRACT

Travel of athletic teams and sports marketing strategies are closely linked with airport management and airport-based marketing strategies. For example, Miami International Airport (MIA) developed a sports charter terminal for making travel more convenient for athletes and for developing sports tourism in the area. Another example of the significance of airports for sports management and commercialization is promoting major sporting events through airports, which are involved in transportation of both athletes and their fans. In particular, the creation of fan zones at Munich, Singapore, and Doha airports for the 2018 FIFA World Cup represents an effective method of both advertising the sporting event and, giving travelers a distinctive, memorable opportunity to watch the matches. Finally, many major airports have sports collectible stores so that travelers can get a jersey or mug representing the home team. Local airports become embodiments of the sports identity of their cities. This presentation contributes to ongoing research in sports management and commercialization by identifying the distinctive contributions of airports.

THREE CASE STUDIES

- Host country airports for major events
- Major events worldwide at airports
- Airport proactively recruiting sporting events



Narita International Airport for 2020 Olympics

By Ana Pajic

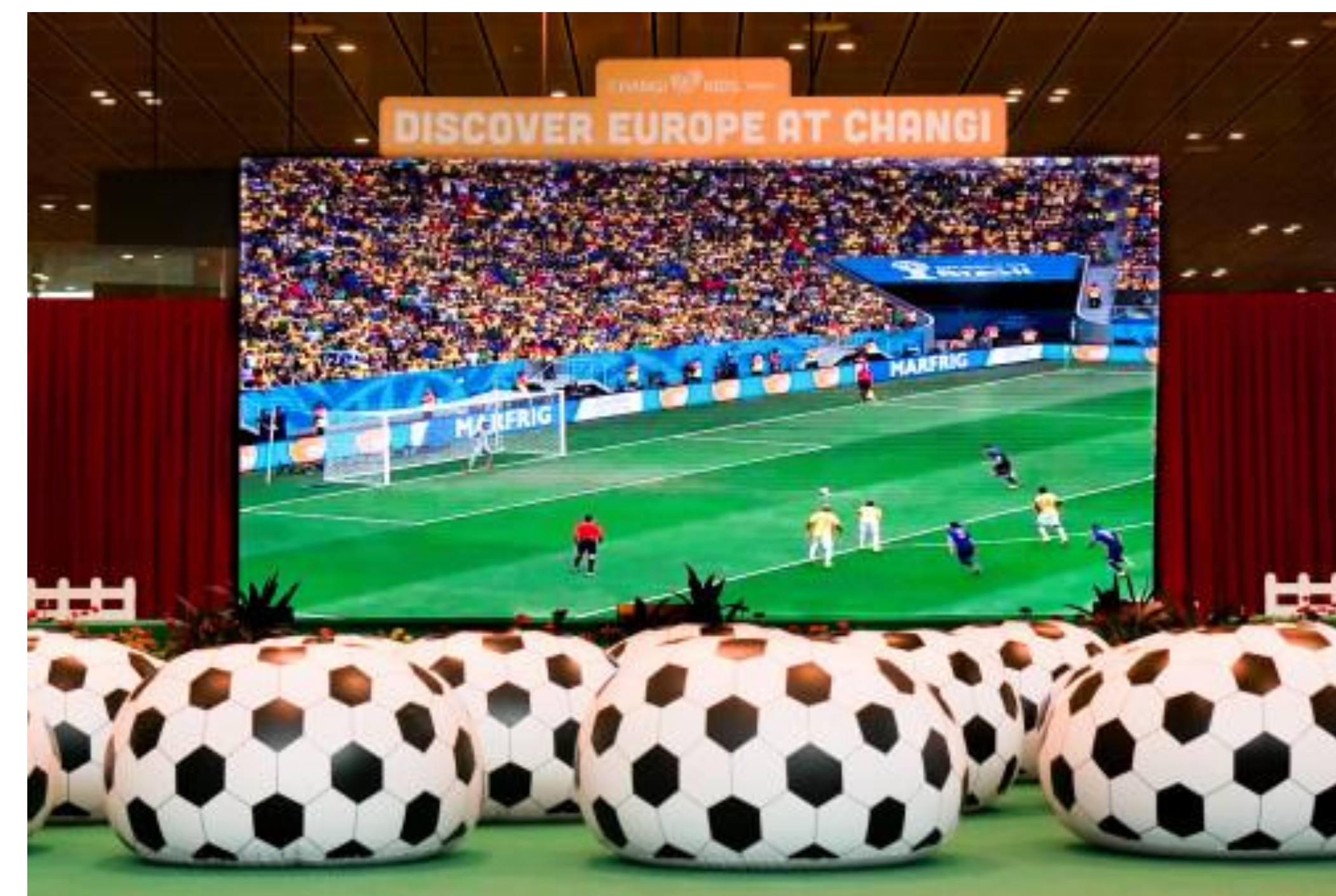
AIRPORTS IN JAPAN FOR 2020 OLYMPIC GAMES

HANEDA INTERNATIONAL AIRPORT

- Use of security robots for increased traffic
- Approximately 50 additional routes from late March
- Airports allowed to descend low over Tokyo
- Postponement of the Olympic Game

NARITA INTERNATIONAL AIRPORT

- Official Olympic store at the airport
- Heavy investment into upgrades
- Addition of new temporary terminal and 72 self-service Auto Bag Drop units
- Partnership with Alibaba for the showcase of digital artworks related to 2020 Olympics



Singapore Airport – Interactive soccer experience

FIFA 2018 WORLDWIDE

MUNICH, DOHA & SINGAPORE

- Public screening of the matches for passengers travelling through the Munich Airport
- Fan zone for celebration of FIFA 2018 at Hamad International Airport
- Interactive soccer experience at all terminals at Singapore Changi Airport
- Official FIFA Store at Singapore Airport

Mentor: Dr. David Keck SPORTS TERMINAL AT MIA, 2018

- First sports charter terminal with goal to attract more athletic teams to the airport
- Joint venture between Miami International Airport and Signature Flight Support
- Better access to the city and more convenience for sport teams and individuals



Sports Charter Terminal at Miami Airport

FUTURE GOALS

- Statistics and financial contribution to airports created by numerous sport events
- Impact of FIFA 2018 on Russian airports
- Interviews with airport representatives
- Study the impact of successfulness of Miami Sports Terminal



FIFA 2018 – Public screening at Munich Airport

